

Message Text

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PAGE 01 STATE 158063
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INFO OCT-01 AF-10 ISO-00 EB-07 /018 R

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FM SECSTATE WASHDC
TO AMEMBASSY DAKAR

UNCLAS STATE 158063

E.O. 11652: N/A

TAGS: BEXP, SG

SUBJECT: REGIONAL SEMINAR FOR FSL COMMERCIAL SPECIALISTS

REF: A) DAKAR 4351, B) STATE 41576

1. DEVELOPMENTAL NEEDS FORM RECEIVED FOR FSL HOUDROUGE.
SPACE ALLOCATED AT ABIDJAN REGIONAL SEMINAR NOV. 7-11 WHICH
IS ONE WEEK EARLIER THAN ANNOUNCED IN REF TEL B.

2. BUDGET AND FISCAL INFORMATION FOR THE PURPOSE OF
ISSUING TRAVEL ORDERS FOR SEMINAR PARTICIPANTS WILL BE
CABLED AT AN APPROPRIATE TIME.

3. POSTS REQUESTED TO REVIEW FOLLOWING PROPOSED AGENDA
AS TO ITS RELEVANCY TO NEEDS OF POST AND THOSE OF FSL
NOMINATED TO ATTEND SEMINAR. USDOC WELCOMES POST SUG-
GESTIONS AND COMMENTS CABLED TO USDOC/OMP/CRD SOONEST.

SEMINAR SESSION CONTENT:

A. USDOC EXPORT ORGANIZATION.

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PAGE 02 STATE 158063

USDOC ORGANIZATION FOR OVERSEAS AND DOMESTIC EXPORT
PROMOTION, OUTLINING FUNCTIONS AND RESPONSIBILITIES OF
VARIOUS BUREAUS. COMMERCE/STATE RELATIONSHIPS IN ECONOMIC/
COMMERCIAL MATTERS.

B. COMMERCIAL REPORTING - WTDR, FTI, AND ADS. REVIEW
REPORTING PROCEDURES TO PROMOTE UNDERSTANDING: (1) OF

THE SYNERGISTIC VALUE OF DEVELOPING RESOURCES AND TECHNIQUES FOR OBTAINING DATA USABLE IN SEVERAL REPORTS, AND (2) OF THE QUALITATIVE FACTORS THAT ENHANCE VALUE OF REPORTS TO END-USER.

C. BUSINESS OPPORTUNITY REPORTING - TOP, IO AND LICENSING. EMPHASIS ON POST INITIATIVES IN DEVELOPING GOOD PRODUCT DESCRIPTIONS AND LEADS ON BUSINESS FIRMS ACTIVELY INTERESTED IN U.S. EXPORTS; AND HOW POST-SUPPLIED INFORMATION IS UTILIZED BY COMMERCE AND THE END-USER.

D. MARKETING SERVICES FOR U.S. INDUSTRY.

TWO-PART PRESENTATION DIVIDED INTO (1) DIRECT TRADE PROMOTION ACTIVITIES AND (2) DISSEMINATION OF MARKETING INFORMATION. DIRECT TRADE PROMOTION ACTIVITIES WILL REVIEW TRADE MISSIONS, TECHNICAL MISSIONS, AND CATALOG EXHIBITIONS EMPHASIZING ROLE OF FOREIGN SERVICE IN EVENT PROMOTION AND SUPPORT. PART 2 WILL CONSIST OF DISCUSSION OF THE INFORMATION PUBLISHED UNDER THE INTERNATIONAL MARKETING INFORMATION SERIES, WITH PARTICULAR ATTENTION TO MULTIPLE USES OF ECONOMIC/COMMERCIAL INFORMATION RECEIVED FROM POSTS THROUGH SOME ASPECT OF IMIS. DESIGNED TO ANSWER QUESTION: "WHAT HAPPENS TO INFORMATION SENT TO WASHINGTON?"

E. CMM AND POST INTERACTIONS.

CMM'S ROLE AS THE FOCAL POINT FOR DEVELOPMENT OF ANNUAL COUNTRY PLANNING DOCUMENT AND AS USDOC COORDINATOR FOR UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 158063

INTERNATIONAL MARKETING ACTIVITIES. EMPHASIS WILL BE ON FSL PARTICIPATION IN A POST PLAN, IN PROVIDING INFORMATION FOR PLANNED TRADE EVENTS AND EXTENT TO WHICH PLANNING OF USDOC PROGRAMS IS DEPENDENT UPON POST INPUT.

F. MAJOR PROJECTS AND OTHER SERVICES.

FSL PARTICIPATION IN IDENTIFYING AND REPORTING MAJOR PROJECTS. GUIDELINES WILL BE REVIEWED ALSO FOR EXPORT PROMOTION SERVICES, TRADE INQUIRIES AND COMPLAINTS, AND FOREIGN MARKET REPORTS.

G. ASSISTANCE FOR U.S. CONSULTING AND CONSTRUCTION FIRMS. SERVICES THAT ARCHITECTS, ENGINEERS AND MANAGEMENT CON-

SULTANTS PROVIDE, THE ASSISTANCE THEY NEED, RELATIONSHIP OF DESIGN SPECIFICATIONS TO PROCUREMENT AND USE OF EARLY WARNING REPORTS; AND THE ROLE IN BUSINESS DEVELOPMENT OF LARGE SCALE INDUSTRIAL CAPITAL PROJECTS.

H. BANKING SERVICES FOR INTERNATIONAL BUSINESS.

FINANCIAL SOURCES FOR U.S. EXPORT; THE ADF; EXIM BANK PROGRAMS AND OPERATIONS; THE FCIA AND OPIC INSURANCE PROGRAMS; PROGRAM APPLICATION TO THE MARKET PLACE; FINANCING TURNKEY PROJECTS, CAPITAL GOODS AND EQUIPMENT;

AND THE IMPORTANCE OF CONTACTS IN THE BANKING COMMUNITY FOR PROJECTS INVOLVING SERVICES AND EQUIPMENT. RELATE ALL U.S. EXPORT FINANCING TO THE EXPORT OF GOODS, SERVICES AND EQUIPMENT REQUIRED FOR MAJOR DEVELOPMENT PROJECTS OF ALL KINDS.

I. SPECIAL MARKET OPPORTUNITIES AND DESK STUDIES.

IDENTIFICATION OF SPECIAL MARKET OPPORTUNITIES, TO CONSIST OF ELEMENTS OF INFORMATION NEEDED TO JUSTIFY A SPECIAL PROMOTIONAL EVENT; CONSIDERATION OF DESK STUDY TECHNIQUE WHICH WOULD BE PARTICULARLY APPLICABLE TO SPECIAL MARKET OPPORTUNITY REPORTING. NOT TO BE CONFUSED WITH INDEPTH OR CONTRACT MARKET RESEARCH, DESK STUDIES CAN BE CONDUCTED BY FSLs WITH MINIMUM INVESTMENT OF WORK TIME.

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PAGE 04 STATE 158063

J. FOREIGN BUYERS PROGRAM.

FSL ROLE IN IDENTIFYING FOREIGN BUSINESSMEN INTERESTED IN ATTENDING TRADE SHOWS IN THE U.S., IN PROMOTING THEIR TRAVEL AS A GROUP, AND IN APPROPRIATE FOLLOW-UP. ASSISTANCE FROM AND ROLE OF FOREIGN BUYERS PROGRAM. USDOC DISTRICT OFFICE ASSISTANCE TO LOCAL BUSINESS FIRMS: OF INFORMATIONAL SERVICES, TECHNICAL BUSINESS DATA AND COUNSELING ON EXPORT PROMOTION PROGRAMS AND RELATED MARKETING AIDS.

K. COMMERCIAL LIBRARY ORGANIZATION AND USE.

LIBRARY OPERATIONS, SERVICES PROVIDED TO BUSINESS REPRESENTATIVES, INQUIRIES ON U.S. CUSTOMS, OBTAINING PUBLICATIONS, DEALING WITH THE PUBLIC; SUPPORT AND RESOURCES AVAILABLE FROM DEPARTMENT OF STATE LIBRARY.

L. FSL ROLE IN THE COMMERCIAL FUNCTION.

POST COMMERCIAL PROGRAM AND THE LOCAL COMMERCIAL SPECIALISTS' INSIGHT OF FUTURE INVOLVEMENT IN DEVELOPING CONTACTS, TRADE INFORMATION SERVICES, AND IDENTIFYING BARRIERS TO TRADE. VANCE

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Decaption Date: 01-Jan-1960 12:00:00 am
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Disposition Case Number: n/a
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